

ABSTRACT

This study aims to describe the phenomenology of passion investment in classic car collections, a study of classic car collectors in Semarang. The research method used is qualitative research with a phenomenological approach. The data were obtained from the results of in-depth interviews with the classic car community in Semarang called "Indonesia Survivor". The results of the study show that passion investment in classic car collections is included in emotional investment where most of the informants are collectors or investors expecting financial and emotional (non-financial) returns. Passion investment is included in direct investment in investment alternatives and can be said to use resale option theory because it is based on the emotions of investors and collectors of classic cars. Conclusions and suggestions for further research are also discussed.

Keywords: *passion investment, wealth management, resale option theory, classic car collection, classic car investor or collector, alternative investment*